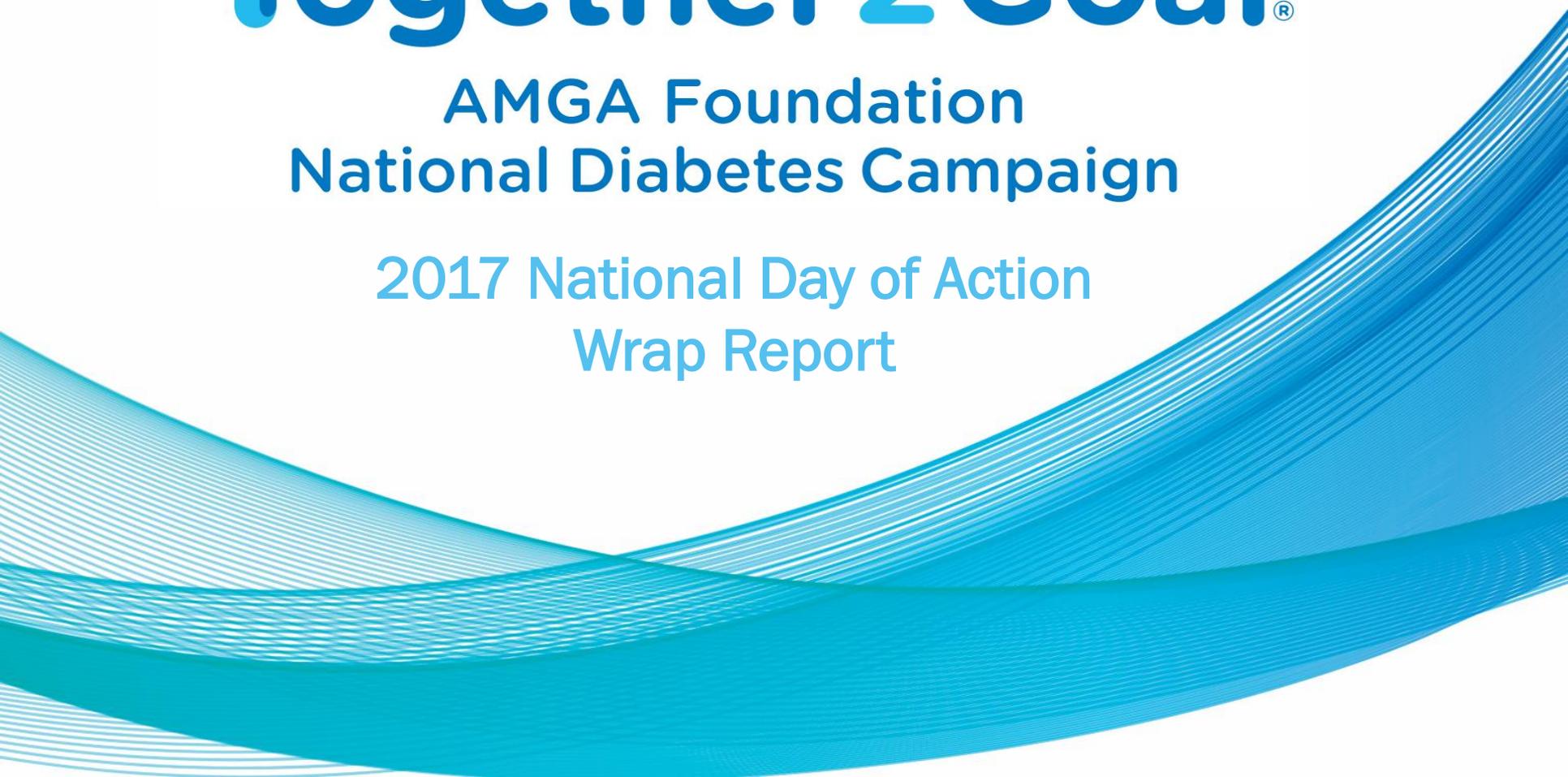


# Together 2 Goal<sup>®</sup>

AMGA Foundation  
National Diabetes Campaign

2017 National Day of Action  
Wrap Report



# PURPOSE

On **November 9, 2017**, medical groups, patients, caregivers, partners, corporate collaborators, and the general public joined together to **take action for diabetes**.

The goal? To **improve care** for people living with this chronic condition.



# IMPACT

NATIONAL DAY OF ACTION

ACTIVITIES

PROMPTED MORE THAN

**240,000**

ACTIONS AND

REACHED MORE THAN

**2 MILLION**

AMERICANS

# **TOGETHER 2 GOAL<sup>®</sup>**

## **ACTIVITIES**

# TAKING THE TYPE 2 DIABETES RISK TEST

Participants took ADA's quick **online quiz** to learn about their risk for Type 2 diabetes.

➔ **Do you have a mother, father, sister or brother with diabetes?**

*A family history of diabetes could contribute to your risk for type 2 diabetes.*

Yes

No

**NEXT**

# WATCHING THE TOGETHER 2 GOAL<sup>®</sup> VIDEO



## six tips

Type 2 diabetes affects 28 million Americans and you see many of these patients in your office every day.

In order for both you and your patients to get the most out of these interactions and use this time more wisely, here are **six tips** you and your care team can use to fine-tune your office visit.

### Before the Visit

- 1 Order labs in advance**  
Having labs ready for the appointment will make it easier to determine any necessary changes to the patient care plan.
- 2 Remind patients to bring their blood sugar log**  
Making sure that a patient brings this to every visit will help you discuss how diet, exercise, or stress may have impacted their results.



### During the Visit

- 3 Use language that engages patients**  
Uplifting language will empower your patients in your mutual goal – better health. Here are a few ideas:  
*"Many of my patients with diabetes get frustrated by..."*  
*"You can live a long, healthy life with diabetes."*  
*"Having diabetes is like having a full-time job."*
- 4 Screen for depression**  
You can find relevant questionnaires and other resources at Together2Goal.org under the "Additional Provider Resources" tab on the website.

### Before the Patient Leaves

- 5 Collaborate on goals**  
Work with your patients to agree upon a "S.M.A.R.T." goal that will guide treatment until the next appointment. For example, instead of "I want to eat healthy," help reframe your patient's goal to "I will replace soda with water and tea."  
**S** Specific  
**M** Measurable  
**A** Achievable  
**R** Realistic  
**T** Time-bound
- 6 Schedule a follow-up**  
If the patient's measures are not within desired range, schedule a follow-up appointment within the next thirty days.

Make it your mission to try at least **one** of these tips with your next **three** diabetes patients. When you're more effective and efficient, everyone wins.

**Together, we can get to goal.**

**Together2Goal**  
AMGA Foundation  
National Diabetes Campaign

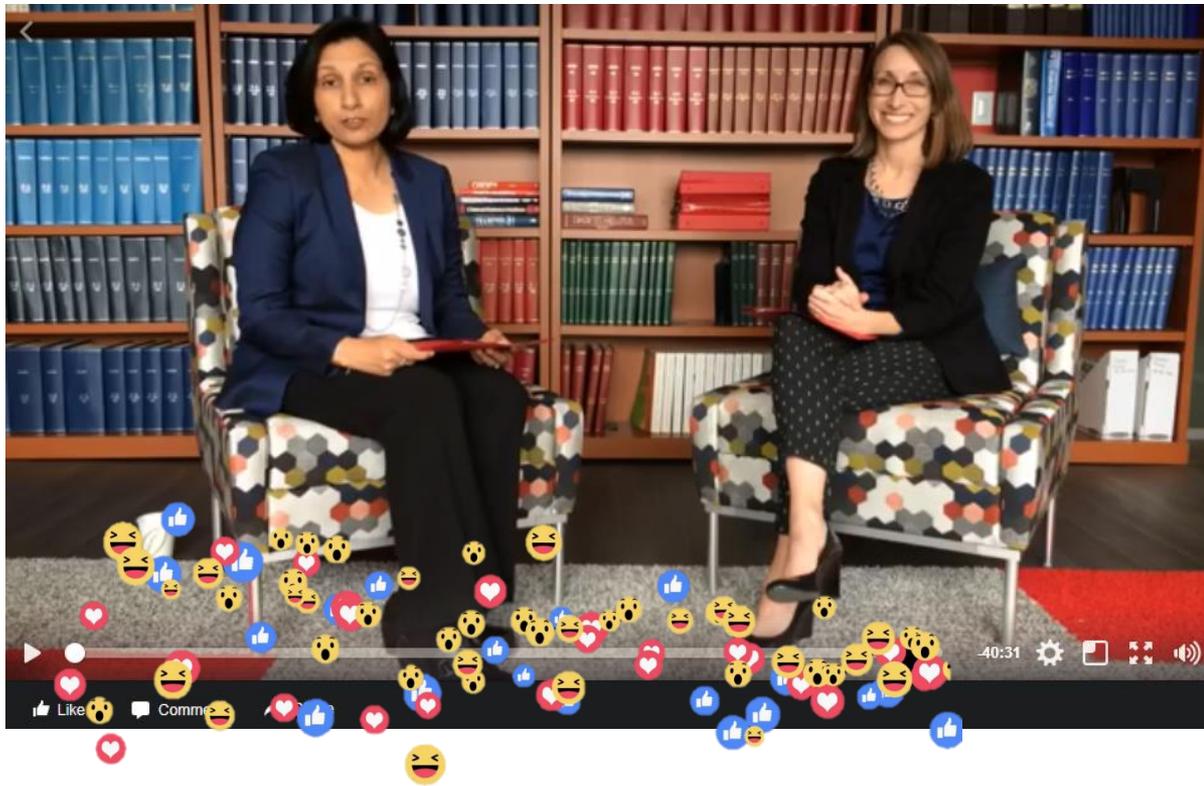
Together 2 Goal<sup>®</sup> is a three-year national campaign directed by AMGA Foundation to fight the challenge of Type 2 diabetes. The campaign includes more than 100 medical groups, health systems, non-profit partners, and corporate collaborators and seeks to improve care for 1 million people with Type 2 diabetes by 2018. [www.together2goal.org](http://www.together2goal.org)

Providers watched this video and used the accompanying fact sheet to improve care in their offices.

# JOINING THE FACEBOOK LIVE



American Diabetes Association was live. ...



Viewers joined ADA on Facebook to hear from T2G participant Dr. Neeta Goel of INOVA Medical Group & Dr. Maureen Monaghan of Children's National Health System.

# FACEBOOK LIVE WITH ADA

The video started the tough conversation about **diabetes & mental health**. It was the American Diabetes Association's most-viewed Facebook video of 2017!



[REDACTED] 3:17 I know first hand how hard it can be at times,3 times a day testing,watching what you eat,and pain in feet and legs



[REDACTED] 31:33 I appreciate the information that you both talked about, very helpful thanks 😊



[REDACTED] 39:20 Thank u for this information

# WATCHING A PROVIDER WEBCAST

Healthcare providers joined a **webcast** to hear from T2G participant Oschner & ADA on addressing psychosocial needs in people living with diabetes.



The screenshot shows the American Diabetes Association logo in the top left corner. In the top right corner, there are two red icons: a person icon and a menu icon. Below the logo, the text "E-Learning / Psychosocial Care in People with Diabetes" is displayed. The main title of the course is "Psychosocial Care in People with Diabetes" in a large, bold, black font. Below the title, it says "1.25 Credit". The bottom half of the screenshot features a photograph of four healthcare professionals in a clinical setting, looking towards the right.

# LEARNING ABOUT CVD & TYPE 2 DIABETES

Individuals and providers visited  
Novo Nordisk's websites and  
learned about the data on **diabetes**  
and **CVD risk**.



**UP TO 4x GREATER RISK**  
OF CARDIOVASCULAR  
DISEASE WITH  
**TYPE 2**  
DIABETES

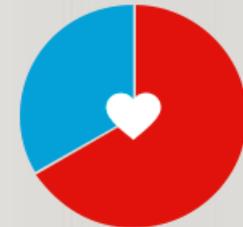
For every 1% increase in A1C,  
the risk of stroke, CHD, and  
death is increased<sup>10</sup>

**10%-30%**



CVD RISK INCREASE

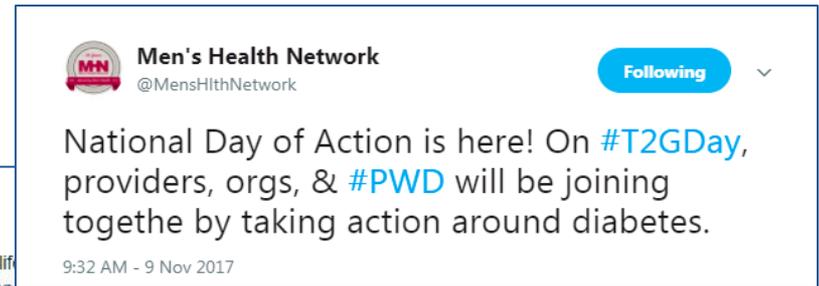
IN PEOPLE WITH DIABETES



**2/3 OF DEATHS**  
ARE ATTRIBUTED TO CVD<sup>1</sup>

# SHARING A MESSAGE ON SOCIAL MEDIA

Organizations and individuals shared **Facebook** and **Twitter** posts about the National Day of Action.



# **PARTICIPANT ACTIVITIES: GOING ABOVE AND BEYOND**

# SPOTLIGHT ON USMD

## Staff Dressed in Blue



## Updated Website Banner with National Day of Action

**USMD | MCNT**  
A USMD AFFILIATE

**NEED A DOCTOR?**  
call 817.514.5277 or 866.626.8362

Home About Us Our Specialties For Patients Find a Doctor Programs Careers Contact Us ACO Search

On November 9, USMD is participating in the American Medical Group Association's **Together2Goal® National Day of Action.** The National Day of Action is a day when the actions of people all across the U.S. empower the nation to better manage diabetes. Help us spread the word and help the more than 28 million Americans living with Type 2 diabetes better manage their disease.

# Together2Goal®

AMGA Foundation  
National Diabetes Campaign

NextMD Connect with YOUR Doctor	Medical Home Patient-Centered Team Approach	Forms Print and fill-in for your appointment	Health Library Learn more about your health
USMD SeniorCare Program	USMD Diagnostic Services	USMD   MCNT Online Bill Pay	40 USMD   MCNT Clinic Locations

# SPOTLIGHT ON THE POLYCLINIC



The Polyclinic lit up their building in blue to increase diabetes awareness

# AMGA IN-OFFICE ACTIVITY

AMGA staff viewed the T2G provider video and enjoyed a healthy lunch.



# PROMOTION

Together 2 Goal<sup>®</sup> implemented a number of tactics to help get the word out about National Day of Action activities!

## Member Communications



## Social Media Ads



## Web Banners



## Blog Post

### Six Tips to Fine-Tune Your Diabetes Office Visits

Published on November 7, 2017



**Jerry Penso** ✓ Following  
President and CEO at AMGA: Advancing High Performance Health  
32 articles

👤 2 🗨️ 0 ➡️ 1

When I was practicing family medicine, I always wanted more time to talk with my patients, particularly those living with chronic conditions like Type 2 diabetes. I often felt like there just wasn't enough time during an office visit to do everything needed to support them in managing their condition. I know I'm not alone in this – my colleagues at Sharp and AMGA member groups have expressed similar sentiments. Ever since, I

## Social Media Posts



Stay tuned for details on next year's  
National Day of Action, which will take place in

**November 2018.**

We hope you'll join us!

